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Canada. Tourist Traffic, Standing Committee
1951

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THE SENATE OF CANADA

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PROCEEDINGS
OF THE
STANDING COMMITTEE
ON

TOURIST TRAFFIC

No. 1

THURSDAY, MAY 10, 1951

The Honourable W. A. Buchanan, Chairman

WITNESSES:

Major General H. A. Young, C.B.E., D.S.O., Deputy Minister, Department of Resources and Development.

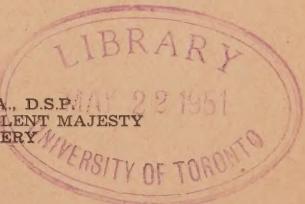
Mr. D. Leo Dolan, Director, Canadian Travel Bureau, Department of Resources and Development.

Mr. Jim Smart, Director, National Parks Branch, Department of Resources and Development.

APPENDIX "A"

Brief on the National Parks of Canada.

OTTAWA
EDMOND CLOUTIER, C.M.G., O.A., D.S.P.
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY
CONTROLLER OF STATIONERY
1951



MEMBERS OF THE STANDING COMMITTEE ON TOURIST TRAFFIC

The Honourable W. A. BUCHANAN, *Chairman*

Baird	Davies	Isnor
Beaubien	Dennis	King
Bishop	Duffus	McLean
Bouchard	Dupuis	Moraud
Bouffard	DuTremblay	Pirie
Buchanan	Gershaw	Roebuck
Crerar	Gladstone	Ross—(23)
Daigle	Horner	

ORDER OF REFERENCE

EXTRACT from the Minutes of the Proceedings of the Senate,

Wednesday, May 2, 1951.

With leave of the Senate, and—

On motion of the Honourable Senator King for the Honourable Senator Buchanan, it was—

Ordered, That the Standing Committee on Tourist Traffic be empowered to inquire into and report upon the activities of the various agencies concerned with promoting tourist travel in Canada, and that the Committee be authorized to send for persons and records.

L. C. MOYER,
Clerk of the Senate.

MINUTES OF PROCEEDINGS

THURSDAY, May 10, 1951.

Pursuant to adjournment and notice the Standing Committee on Tourist Traffic met this day at 10.30 A.M.

Present: The Honourable Senators:—Buchanan, Chairman; Baird, Bishop, Bouffard, Dennis, Duffus, Gershaw, Gladstone, Horner, Isnor, King and McLean—12.

The official reporters of the Senate were in attendance.

The Committee proceeded to the consideration of the Order of Reference of May 2, 1951, authorizing the Committee to inquire into and report upon the activities of the various agencies concerned with promoting tourist travel in Canada.

Mr. D. Leo Dolan, Director, Canadian Travel Bureau, Department of Resources and Development was heard and questioned with respect to Tourist Traffic in Canada.

Mr. Jim Smart, Director, National Parks Branch, Department of Resources and Development was heard and questioned with respect to the attendance of tourists in Canada's National Parks, and the value of Canada's National Parks to the tourist industry. Mr. Smart filed a brief containing an outline of activities and development in the National Parks of Canada for the fiscal year 1950-51, which was ordered to be printed and appended to the printed proceedings. (See Appendix "A")

Major General H. A. Young, Deputy Minister, Department of Resources and Development, was heard and questioned.

After discussion, it was—

Resolved to report recommending that authority be granted for the printing of 600 copies in English and 200 copies in French of the evidence given before the Committee, and that Rule 100 be suspended in so far as it relates to the said printing.

At 12.30 P.M., the Committee adjourned to the call of the Chairman.

Attest.

JAMES D. MacDONALD,
Clerk of the Committee.

MINUTES OF EVIDENCE

THE SENATE

OTTAWA, Thursday, May 10, 1951.

The Standing Committee on Tourist Traffic, which was authorized to inquire into the tourist business, met this day at 10.30 a.m.

Hon. Mr. BUCHANAN in the Chair.

The CHAIRMAN: I am going to ask the Secretary to read the authority under which we are acting today. We have a reporter here and witnesses. I think it might be well to read the motion that was passed.

THE CLERK OF THE COMMITTEE (Reading):

On motion of the Honourable Senator King, for the Honourable Senator Buchanan it was—

Ordered, that the Standing Committee on Tourist Traffic be empowered to inquire into and report upon the activities of the various agencies concerned with reporting tourist travel in Canada, and that the committee be authorized to send for persons and records.

The CHAIRMAN: It has been our custom in past years to have Mr. Dolan, of the Canadian Travel Bureau, appear before us, and also representatives of the Parks Branch of the Department of Resources and Development. Mr. Smart is not here, but he is to be here, and I think we might as well start off now with Mr. Dolan. Do you want to make a statement?

Mr. LEO DOLAN: I do not think so, Senator, I have not in the past couple of years. I think I have more or less submitted myself to questioning. I can make a brief statement to start.

The CHAIRMAN: You might tell us something about the movement of tourist traffic last year, and what you anticipate this year under existing conditions.

Mr. DOLAN: Last year we had a very successful tourist season, despite some handicaps which developed very early in the year. The weather was extremely bad in practically all parts of Canada; and then we had, of course, the Korean war and the railway strike, floods in Winnipeg, and a few other things, but aside from that we had a fairly successful tourist season. Our income was around \$275,000,000, which was practically the same as the tourist income of 1949. Our credit balance, however, was much smaller, because Canadians last year spent more money travelling out of the country than at any time in our history, with the result that our balance dropped down to \$53,000,000 from \$94,000,000 in the previous year.

One of the things I think I should tell the committee which has been in existence now for some twelve, or perhaps fourteen or fifteen years, is that when our branch of the department was formed only about four or five states in the United States were voting money for tourist travel in their areas. Today about forty-four of the forty-eight states in the United States have travel bureaus, and our competition has therefore increased. It is tougher today than at any time that I know. Not only has the competition within the United States itself become more intense; other countries are today invading the travel market of the United States, which is the big travel market of the

world, and we in all parts of Canada are finding the result of that very intense competition. All you have to do is look at the magazines or periodicals published in the United States today, and you will find that practically every nation, that has any kind of tourist attraction, is putting on a tremendous drive for the American travel dollar. One striking example of that is the Festival of Britain. I have never seen a more aggressive advertising campaign in all the years I have been connected with the tourist traffic. Not only the Festival of Britain, but following that is the advertising which a number of winter resorts are now doing. Five or six years ago, before the war, Florida and the Sun Valley in California were not looked upon as summer tourist attractions. Today Florida has become one of the most attractive areas for the summer tourist in the United States. In Florida, several hundred palatial hotels, particularly in Miami Beach, are being kept open in the summer. Rooms that rented for \$40 to \$45 in the winter rent for \$10 in the summer. The psychology of that is being very capably promoted by the Florida interests. They advertise in these palatial hotels that a room which cost \$45 last winter can be had for \$10. A lot of people like to take advantage of that. The American is quite a chap for bargains. He goes down there and comes back and tells everybody what a wonderful room he had in Florida for \$10, and that the people who were there last winter had to pay \$45 for it. Sun Valley, which was opened purely as a winter resort, will, I think in a year or two become the most intense competition we have in the western area. It is becoming a summer resort area.

In spite of all these things our tourist business in Canada has gone up and reached a pretty good level, and we maintained it last year. I think we maintained it, despite all these difficulties I have enumerated, because our services are getting better, and our highways are improving, and Canadian tourist resorts are now much better known. They are much better known to a great variety of people in the United States than they ever were before, due, I think, in great measure to the advertising and promotional campaigns which our Dominion and provincial governments and transportation interests have carried on for the period of the last twenty years.

The Bureau, as you know, was established in 1934—this committee was responsible for it—and since then we have carried on a continuous campaign of advertising and promotion, increasing each year. This year we will not spend so much on our advertising budget as we did a year ago. There is a very slight reduction in our total vote for this year—1951-52—but only about \$11,000. Despite that we will spend over a million dollars in advertising and publicity in the United States next year.

Hon. Mr. KING: What is your total budget?

Mr. DOLAN: \$1,503,197.

Hon. Mr. BOUFFARD: Of which a million dollars is spent on advertising?

Mr. DOLAN: Advertising and promotion. Advertising brochures, publicity and promotion altogether.

The CHAIRMAN: What is the extent of inquiries in reply to advertising compared with other years?

Mr. DOLAN: They are down a bit this year, Senator. I think a very obvious reason for that is the unsettled condition in the United States, which has made a lot of people delay their vacation plans. Our early return from inquiries are down considerably, though not too greatly. Last year we had a record number of inquiries coming in. We have had up to date 133,494 inquiries, since the first of the year. We had 188,000 in the same period last year.

Hon. Mr. BAIRD: What do you mean by "inquiry"? Would that be a new person?

Mr. DOLAN: No, that means anybody who writes us from the United States, clips a coupon from advertising, writes us a letter, or writes to our offices in Chicago, New York or Los Angeles.

Hon. Mr. BAIRD: Still, we have built up such a business now that probably there are lots of fellows who come again and probably would not make any more inquiries?

Mr. DOLAN: That is certainly true, Senator. We got a lot of letters saying, "I was in your country last year at such-and-such a place. Would you mind sending us literature on other areas?" In fact our repeat business is something we ought to be very proud of.

Hon. Mr. BAIRD: And certainly, with Newfoundland in the picture. We will probably draw a great deal from the mainland. I suppose you do not think that will affect you too much?

Mr. DOLAN: Not too much. You certainly have got some of the finest angling to be found on the North American continent, if you will protect it and publicize it.

Hon. Mr. BAIRD: Have you been after our Premier on that score?

Mr. DOLAN: I have made a report to the Government of Newfoundland, and some recommendations.

Hon. Mr. BOUFFARD: Where do you advertise?

Mr. DOLAN: Wholly in the United States, Senator.

Hon. Mr. BOUFFARD: In magazines?

Mr. DOLAN: Magazines and newspapers. If you like I can show you our magazine and newspaper advertising.

Hon. Mr. BOUFFARD: Have not the rates of advertising gone up recently?

Mr. DOLAN: That is one of the reasons we cannot spend so much lately. The rates have gone up. I would say that in the last three years they have gone up close to 40 per cent. I am speaking now in round figures. In other words, it will cost you \$140,000 to do an advertising campaign now which you could have had done for \$100,000 three years ago. So we have had to curtail some of our space units and switch some of our media to try and get around the expensive advertising rates which now prevail.

Hon. Mr. GLADSTONE: Do you intensify your advertising during some months and omit it in other months?

Mr. DOLAN: Yes. We intensify our advertising in the months of February, March, April and May. We even did some advertising this year in January but I wish that we had not done so. We should have waited until later. All our records indicate that we should advertise early in the year because Americans make plans for vacations in the period we advertise. We have made a very thorough study of advertising media and our general program shows that most of our inquiries come in these months. People make their arrangements in the early part of the year. This year, in view of the unsettled conditions in the United States—the emotional upset, shall I say, of the people—I think our inquiries will come later.

Hon. Mr. GLADSTONE: Apart from your advertising what other advertising of Canada is done in the United States?

Mr. DOLAN: A number of the larger provinces advertise in that country. British Columbia, Alberta, Manitoba and Saskatchewan advertise in the United States, and Ontario has a bigger advertising program in that country than they have had previously. The Maritime Provinces are keeping at about their usual level, although I believe Nova Scotia has stepped up its advertising program. Quebec has a very large program, and then the Canadian National

and Canadian Pacific Railways and the bus companies, together with some of the larger steamship companies, carry on extensive advertising programs below the border.

Hon. Mr. BISHOP: What is your most expensive media of advertising in the United States? What publication? Would it be the New York Times?

Mr. DOLAN: As a newspaper the New York News would cost us the most, but the New York Times would be the best from the standpoint of inquiries.

Hon. Mr. ISNOR: You would not say that it is the most expensive, would you?

Mr. DOLAN: No, because it gives you a better return.

Hon. Mr. ISNOR: I believe Senator Bishop likely had in mind the highest rate.

Hon. Mr. BISHOP: What I had in mind was what paper costs the most.

Mr. DOLAN: The New York News would be the most expensive because of its circulation.

Hon. Mr. GERSHAW: Do tourists have trouble in getting accommodation on the trains and in the tourist resorts?

Mr. DOLAN: I would not say that they do. I think our accommodation situation has improved immeasurably in the last few years. There are one or two periods in the year, sometimes in late July and early August, when there is a terrible rush of tourists into the country. Once in a while there might be some accommodation difficulties. For example, the Banff area sometimes does get overcrowded, and occasionally you will see the Gaspe area overcrowded. By and large we have accommodation to take care of a lot more people than we get.

Hon. Mr. ISNOR: You mentioned the inquiries that we have this year and you stated that they are down about one-third as compared with last year?

Mr. DOLAN: Yes.

Hon. Mr. ISNOR: What do you attribute that to?

Mr. DOLAN: To the unsettled condition in the United States. People cannot make up their minds whether to take a vacation. Some families expect that their boys may be called by the draft. However, I think you will find that later in the season we will have an upturn in our inquiries. In other words, the American citizen today is delaying his vacation plans to a much later date than he ever did before.

Hon. Mr. ISNOR: In dealing with your complete advertising coverage do you keep track of inquiries made from the various sections?

Mr. DOLAN: Yes.

Hon. Mr. ISNOR: Which is your most productive source?

Mr. DOLAN: New York is the most productive.

Hon. Mr. ISNOR: I am told by those who advertise extensively that their nearest market is their best market, and second to that is the one which produces the best results. Therefore, I am wondering if you have been concentrating on these points.

Mr. DOLAN: We have. We have made an intensive study of this whole thing. We know each day the inquiries which come from the different states. We have all this information on charts and you are welcome to see them at any time. Where we stretch our advertising across the continent we divide it into four areas: South Atlantic, Mid-Atlantic, West and Central, and the Mountain States.

Hon. Mr. ISNOR: Which would give the biggest measure of return?

Mr. DOLAN: Well, New York state gave us more last year than any others, and then came Michigan.

Hon. Mr. ISNOR: Before you leave New York state I want to inquire whether the returns from that state easily lead those from other states?

Mr. DOLAN: Yes. Last year about 22.6 per cent of our inquiries came from New York state. Next came Michigan, Ohio and Pennsylvania in that order.

Hon. Mr. ISNOR: I realize that you know a great deal more about the way the money should be spent than I do.

Mr. DOLAN: I would not say that, senator.

Hon. Mr. ISNOR: I am just speaking from an advertising standpoint. If 22.6 per cent of your inquiries come from one state, then the adjoining state, if the population is anywhere near the same, should produce equally if given the same amount of advertising coverage. I am wondering if the results from the money you are spending in your Los Angeles office compares favourably with the results from your expenditures in New York City.

Mr. DOLAN: The set up in Los Angeles merely consists of a clerk in the Trade Commissioner's office. We have a special representative in Chicago in the Consul General's office, and we have our new office in New York City which will give us an opportunity to gauge the importance of having offices in the large centres of the United States. We opened our office in New York in February and it is located in the Rockefeller Plaza on 49th Street, just off Fifth Avenue. Every country with which we had been competing had established offices in New York City: countries like Spain, Bermuda, France, Norway, and even Italy. All these countries established offices in New York. We felt that in that very profitable market we had to come in and establish an office and service the American people as they are used to being serviced in New York. I am happy to tell the committee that I think it is one of the finest ventures our Department has ever entered upon.

Hon. Mr. ISNOR: Have any of the provinces set up offices in the United States?

Mr. DOLAN: I believe Nova Scotia has now, and Quebec has had a successful office for eight or nine years in the Rockefeller Plaza. I think it was one of the smartest moves made by the Quebec Government. They combine not only their tourist activities but also some of their industrial activities in that office and it has been a very good venture. They are the only two provinces that I know of.

Hon. Mr. ISNOR: What effect, Mr. Dolan, do you think is going to be brought about by the reduction of the summer hotel rates in Florida upon the winter trade?

Mr. DOLAN: Before you came in I made a comment on that, Senator Isnor. It is quite the toughest competition that we have to fight this year.

Hon. Mr. ISNOR: I was here when you made that comment. My question is, what effect is that going to have on their winter trade?

Mr. DOLAN: I think it is an entirely different class of people who go in the summertime from those who go in the winter. The affluent—I do not say this offensively, but I mean the racy crowd—go to Florida in the wintertime. In the summertime they are going to attract the stenographers and school teachers, a class of people that Canada has been getting for a number of years, and some of the family business that has been profitable for us. Families have been coming up here and taking cottages, and that has been some of our most profitable business. I do not think Florida's winter business will be affected by any increase in the summer trade down there. They have found out, as we have, that weather is one of the determining factors that determine whether or not people will travel and enjoy themselves. We found that out last year.

The CHAIRMAN: Senator Gershaw asked you about tourist accommodation. Would you mind going back to that point and telling us whether you think it is improving?

Mr. DOLAN: Yes, sir, I think it is.

The CHAIRMAN: Is that true of all types of accommodation?

Mr. DOLAN: I think it is mostly in the motor courts.

The CHAIRMAN: There is evidence of improvement there?

Mr. DOLAN: Oh, yes. Some lovely motor courts are being built all over Canada, and some of them are comparable to any that you will find in those parts of the United States where they specialize in that form of construction. The motor court is the coming type of tourist accommodation in certain areas of this country.

The CHAIRMAN: Do you hear any complaints about food?

Mr. DOLAN: Not as many as we used to, senator. We get fewer and fewer complaints about food in Canada. I think there has been a remarkable improvement in our food, but I should not want the impression to go out that I think the food situation is perfect as yet. There is still room for improvement. The Canadian Restaurant Association has done a good job in getting its members to improve the quality and service of food.

Hon. Mr. BAIRD: Is it true that some restaurateurs are using razors to shave off portions of meat?

Mr. DOLAN: I should not like to venture an opinion on that, senator. I have not seen any evidence of it yet.

Hon. Mr. BAIRD: I am going down to Newfoundland next week in order to get some good meals.

Hon. Mr. HORNER: The restaurants have a machine that shaves the meat.

Hon. Mr. BAIRD: I did not know that, but I do know that the portions that are being served are very thin.

Hon. Mr. BOUFFARD: Do you use films as a medium of advertising?

Mr. DOLAN: Yes, sir.

Hon. Mr. BOUFFARD: Where do you get the films?

Mr. DOLAN: The Film Board makes some for us, and we buy some from the provinces, when we can get satisfactory films. Also there are seventy-two film libraries in the United States where films are made available to us.

Hon. Mr. BOUFFARD: Do you have to pay theatres for using the films?

Mr. DOLAN: We do not use the theatres so much, senator. We have these film depots, as we call them, and these films are available to many organizations and societies, church societies, service clubs, fishing camp organizations and so on. We find these provide a better market, from a tourist standpoint, than theatres.

Hon. Mr. BOUFFARD: The films are 16 millimetre?

Mr. DOLAN: Yes.

Hon. Mr. HORNER: As to food, I have personally heard complaints from many Americans that meals on Canadian railroads are not up to the meals on American roads. And besides, it is claimed that the prices are higher on Canadian lines. I recall travelling on a railroad in the United States and practically everybody ate in the diner, where the charge was a dollar. For a similar meal on a Canadian railroad the charge would have been \$2.50.

Hon. Mr. ISNOR: When was that, Senator?

Hon. Mr. HORNER: A few years ago now. But recently I was talking to an American from Kansas City, who was making a circle by going out to

Vancouver on one road and coming back the other way. He was a railroad man and we got talking about increased salaries, and I said that of course it costs you more to live now. He said no, it did not. And then he told me that the meals on our railroads were not up to the meals served by the American lines, and that our charges were higher. In past years the portion of meat served on our diners used to be large enough, but even that is cut now. The kind of meals served on trains and the charges for them are some of the things that really count with people who travel.

Hon. Mr. ISNOR: Mr. Chairman, if the remarks of Senator Horner are going on the record I think we should also have another opinion stated for the record. I feel that the dining car service on the Canadian National Railways between Halifax and Montreal compares favourably with the service on American lines, and I would say that the prices on the Canadian National are lower.

Hon. Mr. BAIRD: Are you saying that for the record?

Hon. Mr. ISNOR: Yes, to offset the western opinion that prices are higher on Canadian railroads.

Hon. Mr. BOUFFARD: I am of the same opinion as Senator Isnor. Last year I travelled between New York and Washington a couple of times, and I must say that I found the meals on Canadian railways just as good as, if not better than, the meals served on the run from New York to Washington.

Mr. DOLAN: I would agree with you, sir.

Hon. Mr. BOUFFARD: And the service on our railways is much better.

Mr. DOLAN: I think it is. I do not recall having received any criticism of the food on Canadian trains, or the dining car service, in recent years. On the other hand, I have received letters commending the railroads for their food and service. Of course, as Senator Horner knows, some of the American lines in the West serve the best food in the world.

Hon. Mr. HORNER: It was the West that I was thinking about.

Mr. DOLAN: The Santa Fé serves the best railway meals in the world.

Hon. Mr. ISNOR: And they charge for it.

Mr. DOLAN: You pay a premium for riding on that train and you pay a good solid price for a meal.

Hon. Mr. HORNER: The meal that was served for one dollar was on a train out of Chicago going west. It was a most amazing meal for the money.

Hon. Mr. GLADSTONE: What is the usual charge for a roast beef dinner on Canadian railroads now? Is it \$2.50?

Hon. Mr. BAIRD: It is \$3.00.

Mr. DOLAN: I think that is for a steak dinner, senator. You can get roast beef for \$2.50 or \$2.25.

Hon. Mr. BOUFFARD: On the Canadian Pacific Railway a good steak dinner—I am speaking of a complete dinner, including soup and dessert—costs \$3.00. I travel frequently between Quebec and Montreal, and that is the charge, and I do not think that any hotel will give you as good a steak for the same price.

Mr. DOLAN: Certainly no better.

Hon. Mr. ISNOR: Mr. Dolan, you mentioned the co-operation you are receiving from the provinces. Of course, I know that Nova Scotia publishes very fine tourist material, and that you get good co-operation from that province. You spoke about the transportation companies. What co-operation, if any, do you get from the large industrial firms who during World War II advertised our war effort to a very marked extent?

Mr. DOLAN: We have not had much advertising or publicity tie-up with them, but we have had a tie-up through their personnel departments. It works

in this way, Senator Isnor, we circulate their personnel departments with materials for those plants or companies which have vacations with pay. We made available to them brochures from all parts of the country, and the departments of these companies in Canada and the United States are able to distribute literature to their employees who are planning a vacation.

We have had remarkable co-operation in this respect, and it has brought, I think, many hundreds of thousands of dollars into Canada, particularly because of the United States tie-up with these companies. Some of the firms are already advertising in the United States, and companies like Eaton's and Simpson's go into American periodicals. I think I recently saw a Hudson Bay Company advertisement. Some of these companies have gone into the United States media to advertise their particular goods to the tourist traffic in Canada in the summer months.

The CHAIRMAN: Mr. Dolan, I think the committee should seek to find as much information as possible about complaints that have come to you. If you could bring that to the public's attention, we might be able to remedy some of the faults that exist at the present time. You say that you are not getting many complaints in regard to certain matters, but is there any one thing that has been complained about? You used to receive many complaints about highways, for instance.

Mr. DOLAN: That is true.

The CHAIRMAN: What is the chief complaint that you are now receiving from tourists?

Mr. DOLAN: I think highways would still lead in the complaint race, or the complaint derby. We have had some number of complaints from tourists who say that their cars have been broken into, and goods and materials stolen from them. There was a bit of a racket, I think, in some of the larger cities within the last year or so, and we had some difficulty in getting the municipal police authorities to follow up these complaints. We have one or two striking instances of that, but I should not like to mention the area, if you don't mind.

Hon. Mr. KING: I know it.

Mr. DOLAN: That is one of the complaints.

The second one is, we have had a few complaints in recent years about the food. We used to get a great many complaints about food. Now we have a general complaint about our food, namely the serving of salads and vegetables. Apparently in our catering business we have not realized the importance of serving fresh vegetables in the summer season. There are still being served too many canned peas, canned beans and the like, in our restaurants, and we do not serve fresh vegetables such as one gets in the United States. The United States traveller favours that sort of thing.

It has always been a mystery to me, as a Maritimer, that we have never specialized in fish dishes in the Maritimes, or even in the Province of Quebec or in the Lakeland area of Ontario, or in other parts of the country where there are fish. We have never got to the point of serving appealing fish dishes. I think my eastern friends will agree with me, that in travelling through New England one sees, along Highway No. 1, signs and appeals to try their fried clams, their oysters and such like in the summer season. One does not see the same drive put on when he hits the New Brunswick border or gets into Nova Scotia. In my opinion we have in the fall the finest oysters and lobsters that are to be had. I suppose Senator McLean would be displeased if I failed to mention the fact that we have the best sardines in the world.

Hon. Mr. BOUFFARD: And British Columbia has the best salmon.

Mr. DOLAN: Yes.

Hon. Mr. BAIRD: And I suppose Newfoundland has nothing?

Mr. DOLAN: Very seldom now do we have complaints about the Customs or Immigration. Once in a while we do have a complaint sent in, but upon following it up we find that the chap who made the complaint was more to blame than was the officer at the border.

By and large Canada has a pretty good reputation for the manner in which we treat tourists. That has been one of the great things in the trade. It has done more for us than any other single factor: The way we treat people. There are, of course, in every province one or two chisellers who get us into trouble during the season by offering some stupid and cheap operation. They can cause more trouble and do more harm for us than a lot of advertising can correct, or all the good service that the fair operator gives to the tourist. It is necessary that we in Canada see to it that hotel associations and tourist organizations police themselves so as to eliminate the chisellers from their ranks, for one dissatisfied customer in the tourist trade is just as bad as a dissatisfied customer in any mercantile or commercial operation.

Hon. Mr. ISNOR: Is the accommodation in Canada graded?

Mr. DOLAN: In many provinces in Canada the tourist accommodation is graded, and when a tourist comes in and sees a certain grading for a cabin or a tourist resort in the book, he knows that he can go to that place and he will be treated fairly and honestly, and get good clean accommodation.

Hon. Mr. ISNOR: What return do you estimate from your Dominion dollar expenditures?

Mr. DOLAN: We had people write us who said they saw our advertisements, and brought us back about five times, I think it is, senator, what we spent on our advertising. We had people coming in by car, who saw our advertising and wrote back, who spent over \$3½ million; by bus and train, they spent over \$600,000; and the overall expenditure was between \$4 million and \$5 million. We spent about \$900,000 in our advertising last year, counting magazines and newspapers. This is only from the people who wrote us, and whom we followed up in our questionnaire, asking them (a) where did you see our ad? (b) how much money did you spend? (c) where did you go? (d) what were your complaints? And that is the return we got.

Hon. Mr. ISNOR: Your overall picture was about \$4 or \$5 for every one dollar spent?

Mr. DOLAN: About that, yes sir.

Hon. Mr. BAIRD: It is almost impossible to estimate a thing of that nature?

Mr. DOLAN: A research organization in the United States worked out the whole picture for Canada. This American agency said that we were getting \$10 for every \$1 spent. They took the whole picture, not only through our bureau but from everybody else, of the figures brought into Canada. That was done by an agency in the city of New York. These are only partial returns that we get. We wrote to only 60,000 people, and received more than 340,000 inquiries last year. It was a pretty substantial sample, and it was a good showing.

Hon. Mr. BAIRD: With Newfoundland the return will be increased considerably; it will probably be doubled.

Mr. DOLAN: I will be happy if your predictions are true, Senator.

Hon. Mr. DENNIS: What are you doing about the British West Indies? Are you advertising in that country to get the tourists here in the summer months?

Mr. DOLAN: No, Senator Dennis, we never have advertised there. We have concentrated all our advertising in the United States; that is our biggest and best market. Your bringing up the West Indies reminds me of the days when you were chairman of this committee, when you were interested in the West

Indies as a winter playground for Canadians. You had that idea some eighteen years ago; I wondered if you still had it.

Hon. Mr. DENNIS: Yes; to invite them here.

Mr. DOLAN: We advertise only in the United States; it would not be of much advantage to advertise in the West Indies. It was suggested at one time that we should do some advertising in Cuba, but we never did it.

Hon. Mr. DENNIS: What about Bermuda and Nassau?

Mr. DOLAN: It would not do much good to advertise there, for the people in Bermuda are a floating population. Most of the people who would want to come to Canada from there would be visitors to that area.

Some suggestion has been made that we ought to advertise in the winter season in Florida, Nassau and Bermuda, in the hope that the people who are there would decide to come to Canada for the summer. Well, we do not have enough money—my deputy minister may criticize me for saying this—to really do a proper job of advertising in the United States. Advertising in that country is an expensive proposition; \$1 million may seem like a lot of money, but when you spread it across that vast country in the types and media we have to use, it is spread pretty thin.

The CHAIRMAN: Mr. Dolan, would not a good deal of your advertising done in the United States reach people in the West Indies?

Mr. DOLAN: Yes.

The CHAIRMAN: And in the Bahamas, Bermuda and Cuba?

Mr. DOLAN: We have, Senator Buchanan, returns from advertising from every part of the civilized globe. I do not know of a civilized country that does not send us an inquiry in one given year. They read the *National Geographic*, and other American magazines. Now, these last two years, particularly, we got a lot of inquiries from American soldiers who are in what I suppose is still called the Army of Occupation in Germany, in those areas, and we also got a lot of inquiries from people who got those magazines from the American troops and read them, and sent requests for our literature.

Hon. Mr. KING: Would you have any knowledge of the traffic through to Alaska?

Mr. DOLAN: I have not the figures here, Senator.

Hon. Mr. KING: It is pretty small?

Mr. DOLAN: I have some figures in the office. A number of people have applied for permits to go over the road. I may be pessimistic, but I think it is going to be a long, long time before the road to Alaska will attract a lot of tourist traffic, because there is not much accommodation on the way.

Hon. Mr. HORNER: I believe I read that in one day last summer 127 cars went up there.

Mr. DOLAN: You have to have certain equipment. You have to put up bond, and everything. Probably I should amend that statement a bit. What I mean is, you will never see a terrific rush of traffic. You will see a steady flow of ordinary traffic.

Hon. Mr. KING: Many will go in by air.

Mr. DOLAN: Yes. They will go in by air. It is only the chap who likes to pioneer in travel who wants to go over a rough road.

Hon. Mr. HORNER: There are a number of stopping places, too. In fact I met some people on the train who set up a stopping place away above Fort St. John, on the road. I read in an article that 127 cars a day were travelling over the road, and that in White Horse they had an enormous job accommodating them; they had 10,000 people at one time during the season last year at White Horse.

Mr. DOLAN: Maybe Mr. Smart, of the Parks Branch, can give you more information than I have. That is far larger than any figures I have seen. It may be true.

The CHAIRMAN: Any other questions you would like to ask Mr. Dolan?

Hon. Mr. ISNOR: I would like to come back to the question of co-operation with the large industrial firms. I think there is an opportunity there, Mr. Dolan, of getting them to spend money in the United States, particularly thickly populated centres, which would be very helpful if you could do as one committee did—I don't know which it was—

Mr. DOLAN: The War Finance Committee.

Hon. Mr. ISNOR: —by their co-operation in the war effort in making known Canada's plans and so on. I had particularly in mind one firm which has done some really good advertising in making known the resources of the various provinces. I do not want to name the firm.

Mr. DOLAN: They are doing that in Canadian media, are they?

Hon. Mr. ISNOR: Yes. If that could be extended, from the tourist standpoint, particularly in the State of New York, it might result in very big dividends. Perhaps you could investigate that source.

Mr. DOLAN: I would like to think that over. I do not know how we, as a department of the Federal Government, could approach them on that. I am always a bit diffident about injecting government activity in what you gentlemen call private enterprise. So before I make any comment at all I would like to think that over.

Hon. Mr. GLADSTONE: I would like to supplement what Senator Isnor has said. Your advertising, of course, is prepared largely from the scenic standpoint, of mountains and lakes and rivers, and the attractions of hunting and fishing and golfing, etc. Recently I heard an address by an executive of a large steel corporation who is interested in the Labrador iron ore mines. He had not visited Canada recently, but by way of preparation for his address he did make some study of the resources of Canada, and he was enthralled with the opportunities here, and he said that he thought Canada should advertise its resources more, and even suggested as a slogan "The Voice of Canada" for the advertising. I did not know whether your department could co-operate with some other, relative to tying in advertising of resources, that it might even stimulate holiday travel.

Hon. Mr. BAIRD: I think the person who comes in for a holiday does not want to know about the industrial end of it; he wants to know about the fishing and the highways and the scenic end of the picture.

Hon. Mr. KING: He wants to get away from the industrial end.

Hon. Mr. BAIRD: He wants to get away from that.

Mr. DOLAN: I was about to say that, Senator. It is pretty hard to tie up an industrial or commercial program with a recreational advertising program. I quite agree that anything that would make Canada better known in the United States would be beneficial to us, and I believe there is a field there for some development, but how to tie it in with a tourist program is the question. I rather doubt the efficacy of that sort of thing.

The CHAIRMAN: I would imagine that when a tourist comes in the country he collects an awful lot of material about resources and other Canadian matters, and takes them back to his own country.

Mr. DOLAN: Yes, he does.

The CHAIRMAN: I think he would get something in different Chambers of Commerce and Boards of Trade about the resources.

Mr. DOLAN: We send a lot of material of that kind even to tourist people who ask us something about it; and we send it particularly to schools; in fact we are forever sending brochures to school-teachers and school children dealing as much with the commercial activities of Canada as with the recreational facilities—not quite so much, but I mean we send a fair proportion of material of that kind every year.

The CHAIRMAN: If I may speak of my own country, a tourist would have to be blind or deaf who did not know that there was irrigation in southern Alberta, because they are peddling all kinds of literature to everyone who comes in there; and I suppose that is the case in other parts of the province. I imagine that anybody who goes up in the Jasper area knows that there is oil in northern Alberta.

Mr. DOLAN: Yes. He could not help it.

The CHAIRMAN: What was the peak year in tourist traffic from the time the Bureau was established up to the present; and what is the amount of estimated business?

Mr. DOLAN: It was 1949.

The CHAIRMAN: 1949?

Mr. DOLAN: Yes, sir; \$286 million. This last year, that is 1950, it is about \$275 million.

The CHAIRMAN: I see an item in the *Financial Post* reporting a \$41 million drop in the tourist balance.

Mr. DOLAN: That was on account of Canadians spending in the United States. Canadians spent last year \$222 million travelling out of Canada—\$190 million in the United States—which represents the greatest per capita expenditure of any nation in the world. There is no nation which compares with Canada in the amount of money we spend travelling in the United States.

Hon. Mr. KING: Usually the figure is around \$30 million.

Mr. DOLAN: It used to be about that, but it jumped up last year because we removed the restrictions. I have the Canadian expenditures here. In 1943 we spent \$33 million. By 1947 we were spending \$152 million, and the figure rose to \$190 million in 1950.

Hon. Mr. KING: The spending per capita is away out of proportion.

Mr. DOLAN: Yes. If we ever could get a per capita expenditure by Americans in this country comparable to the expenditure by Canadians in the United States, we could take over the Marshall Plan, the St. Lawrence Seaway and the Chignecto Canal.

Hon. Mr. BAIRD: That is your objective, I presume?

Mr. DOLAN: It is but I am afraid it is a long way off.

Hon. Mr. KING: When the Trans-Canada Highway is completed do you anticipate that it will bring a great many tourists into the country?

Mr. DOLAN: I think it will.

Hon. Mr. KING: I think the absence of a good highway across Canada has been a great handicap to our tourist trade.

Mr. DOLAN: Yes, and it is necessary to have feeder lines to the main highway.

The CHAIRMAN: You want to have feeder highways from the American border to the Trans-Canada highway.

Mr. DOLAN: Yes. That would make the Trans-Canada highway a very profitable road.

Hon. Mr. ISNOR: Do they use the same yardstick of arriving at their figures in the United States as we do?

Mr. DOLAN: Yes.

Hon. Mr. BOUFFARD: How do you make your calculation?

Mr. DOLAN: The Bureau does that, Senator. They arrive at it through a series of returns they get from people who send cards in. They do it through co-operation with the Department of Commerce in Washington where returning Americans send in information regarding expenditures. They fill out these cards at the border and leave them with customs and immigration officers. It is done on a scientific basis somewhat the same as the Gallup Poll idea. A sample is taken and placed against the entire picture of the country. It is a rather involved system and I would rather have it explained by the Bureau of Statistics.

Hon. Mr. BOUFFARD: This is done by the Bureau of Statistics, is it?

Mr. DOLAN: Yes, sir.

Hon. Mr. KING: I think the recent book by Bruce Hutchison, if read by Americans, would bring them over by the thousands.

Mr. DOLAN: We have had some good books written about the country, but there are others that have not helped us.

Hon. Mr. HORNER: I would just like to say a word about the meals on our trains. On my way to Ottawa last Monday on the Canadian National Railways I noticed that there was no roast beef on the menu. I watched someone else eating what was supposed to be lamb, but it looked more like sheep to me. I asked for some cold roast beef and they did not have any at all. They had tongue and chicken and, as Senator Baird has said, it seemed as though they used a shaving machine to cut the meat. I am not complaining personally, but I am alarmed at what any tourist would think if he were given the meal I was given. It strikes me that they are getting down to a low level when they do not have any roast beef or cold beef to offer on the menu.

The CHAIRMAN: Mr. Dolan, do you get the fullest co-operation from the officials at the ports of entry across the country?

Mr. DOLAN: I cannot say too much about them. There have been no complaints. These officials are doing a splendid job.

The CHAIRMAN: Honourable senators, I would like now to introduce General Young, the new Deputy Minister of the Department of Resources and Development. I should like to make one comment at this time. Mr. Dolan has referred to the presence here of Senator Dennis. I was on the special committee that was appointed to inquire into the matter of establishing a travel bureau, and Senator Dennis was the chairman of that committee. When the Tourist Traffic Committee was established as a permanent one, Senator Dennis was the chairman. He was devoted to the work of the committee and I am awfully happy to see him back with us for the first time in some years.

Some Hon. SENATORS: Hear, hear.

The CHAIRMAN: Our next witness will be Mr. James Smart, Director, National Parks Branch.

James Smart, Director, National Parks Branch, Department of Resources and Development, Ottawa:

Gentlemen, I have been asked by your chairman to say something about the attendance of tourists from the United States in our national parks. Our figures are based on the registration at entrances to the parks. The registrations from the United States fell off a little last year as compared with the previous

year. We had 380,218 as compared with 398,000 in the previous fiscal year. It is understandable that there was a falling off because the international situation entered into the picture.

Hon. Mr. KING: And I suppose the same is true of the flood situation in Manitoba?

Mr. SMART: Yes. For instance, our Riding Mountain National Park, which annually draws a large number of tourists, had a falling off in attendance over the previous year because we lost the usual large number of visitors in the month of June and early July.

The CHAIRMAN: Do you ever receive any complaints from the tourists as to the treatment they receive in our national parks?

Mr. SMART: All the complaints Mr. Dolan receives with reference to parks are forwarded by him to us. I believe he answers them himself, and we follow his interim answer with an explanation for the complaint.

The CHAIRMAN: You would not receive any direct complaint as to tourist accommodation or our restaurants?

Mr. SMART: Very rarely.

The CHAIRMAN: You inspect these facilities and grant licences, do you?

Mr. SMART: That is right. Concessionaires have to meet a certain standard as to accommodation. They are required to have modern facilities in their camps and hotels. We have a regular inspection of all eating places to ensure that the proper sanitary conditions are being followed.

The CHAIRMAN: Do these people do any gouging? By that I mean, do they charge too high prices for food or accommodation?

Mr. SMART: There have not been many complaints about gouging. The concessionaires in our parks pretty well keep to the general standard that is found across the country today. I have noticed in travelling through the eastern parks that, compared to five or six years ago, the prices are much higher, but they are commensurable to those in the West.

Hon. Mr. KING: What about the Fundy Park?

Mr. SMART: It was officially opened on the 29th of July last year by the Honourable Mr. Winters. No registrations were taken before the official opening of the park, but in the first month after the opening registrations totalled about 60,000. Last year was the banner year for attendance at national parks. During the last fiscal year registrations almost reached the two million mark. During the fiscal year ended March 31, 1951, a total of 1,945,028 persons was recorded. This figure represents an increase of 104,392 over the fiscal year 1949-50.

Hon. Mr. KING: You could not separate the Americans from the Canadians?

Mr. SMART: Last year American visitors totalled 380,218, as compared with 398,954 the previous year; but, as I said before, the drop was probably due to floods and the war situation.

Hon. Mr. DENNIS: Has any progress been made with Blomidon Park?

Mr. SMART: No, nothing has ever been done there. It was examined a number of years ago.

The CHAIRMAN: I noticed that in your brief you mentioned the low-rental tourist cabin development by the National Parks Service in the Maritimes. You referred to cottages in Fundy Park, Cape Breton Highlands Park and Prince Edward Island Park. Has that become a general policy?

Mr. SMART: It is a new policy, mainly for the eastern parks. There was not quite the same incentive on the part of private enterprise in the east to put up

accommodation in those parks. Of course, they are all new parks, and possibly from now on there will be people wanting to get in on the business, if conditions improve as we hope they will.

Hon. Mr. ISNOR: Which policy do you favour?

Mr. SMART: I favour private enterprise.

The CHAIRMAN: You know the park with which I am most familiar. I find that the outward appearance of some cabins is not being kept up, that they are not well painted and maintained. It seems to me that these buildings in scenic surroundings should be kept looking their very best. Have you any authority to make the owners maintain properties in good condition?

Mr. SMART: We can order anyone to improve his property; we have that power under our Act and regulations. I must say that, taking it by and large, private enterprise is doing a very good job in keeping up property. Of course, there are always some slackers.

The CHAIRMAN: But you have the authority to bring them to task?

Mr. SMART: Yes. We are taking action, in the park that you are specially interested in, Mr. Chairman, to have some people improve their property.

The CHAIRMAN: I might tell the members of the committee that out where I come from I am known, not as the Senator from Lethbridge, but as the Senator from Waterton Lakes National Park. I do not object to the designation. Are there any questions to be asked of Mr. Smart arising out of the brief that he has submitted to us?

Mr. SMART: Mr. Chairman, I may say that in preparing this brief I have followed the pattern set by Mr. R. A. Gibson, who has appeared before this committee for a number of years.

The CHAIRMAN: Copies of Mr. Smart's brief have been distributed to the members of the committee. I would suggest that instead of asking Mr. Smart to read the brief, it be taken as read and incorporated in our record. (See *Appendix to today's report*.)

Hon. Mr. KING: You think it should be included in the record?

The CHAIRMAN: Yes. Later on I will suggest that the committee ask for authority to have its proceedings published. The other day the Clerk of the Committee told me that there have been numerous inquiries for the printed evidence taken before the committee in former years, and that copies of the proceedings are practically all gone. Evidently they are regarded of some value by tourist organizations and other groups. Are there any questions to be asked of Mr. Smart? If not, I will ask you, Mr. Smart, whether you have anything to say in addition to what you have presented in this brief?

Mr. SMART: I think we have covered in the brief pretty well everything that we thought would be of interest to the committee.

The CHAIRMAN: What about roads?

Mr. SMART: We are not doing much reconstruction this year. In Jasper Park we are hard-surfacing thirty miles of the Banff-Jasper Highway; and we are hard-surfacing sixty-six miles of the Banff-Windermere Highway, which is one of the main highways for American tourists.

Hon. Mr. BAIRD: What is being done about parks in Newfoundland? Are we making the whole island a park?

Mr. SMART: About this time last year I was sent down to look over the country. I investigated the Salmonier area on the Avalon Peninsula, the Placentia area, the Upper Burin Peninsula area—that is between Placentia and Fortune Bay—and the Bonavista Bay area, and I took into consideration

also the site on the western part of the island, the Serpentine area. My judgment was that the best location for a park was on the east side of the province. You do not want it on the west side, because that would take tourists into the province only a few miles; you want them to go across the country. The best area in my opinion was Bonavista Bay area, which I consider a very good locality. It has wonderful boating and fishing. In that part of the province there is an area of about 250 square miles that will be connected possibly with the Trans-Canada Highway. Also, the area borders on the railway and extends to the sea coast, and incorporates a very fine body of water.

Hon. Mr. BAIRD: Is the Gander River there?

Mr. SMART: No. There is Newman Sound; it is one of the arms of Bonavista Bay. One good feature is that a park could be created there without disturbing the population. In establishing parks in other parts of Canada, one trouble has been the disturbance of settlers.

The CHAIRMAN: Did you finish what you wanted to say about highways?

Mr. SMART: No, Mr. Chairman. Our plans for this year include hard-surfacing of approach roads to Waterton park townsite, sir.

The CHAIRMAN: What about approach roads to the parks in general? I am not confining my question to one park.

Mr. SMART: Generally speaking, there is not much activity in improvements to approach roads to parks at present. A great deal has been done in some cases in the last year or so. For instance, the Prince Albert Park approach road is finished now.

The CHAIRMAN: Is there a provincial highway into the park?

Mr. SMART: No, but a provincial highway to the park boundary. That was completed last year or the year before.

Hon. Mr. KING: That construction is pretty much within provincial jurisdiction?

Mr. SMART: Yes.

The CHAIRMAN: A park may have all kinds of facilities to attract tourists, but it is a great handicap if tourists cannot get to the park without first having to drive over dusty roads. There is a certain amount of co-operation with the province on that matter, is there not? For instance, in the approach to the park in which I am interested, one has to go over quite a few miles, from different directions, of gravel roads; they are very dusty in dry weather and are disagreeable for driving. But that is a matter for the provinces.

Hon. Mr. GERSHAW: Mr. Smart, in connection with the matter of wild life, I may say, as you know, around Brooks pheasant shooting has been developed on a big scale. It is a big industry for the people of that country, for rooms are engaged a year ahead and there is a big inflow of sportsmen during the season. This spring 90 per cent of the pheasants were wiped out by a bad storm coming just at the nesting time. The people of that district and the fish and game associations are trying their very best to revive the industry, which is threatened to be wiped out. They will require a close season for two or three years, and they are collecting money now with the hope of getting in eggs and fresh birds to keep the industry alive. Has the department any particular information or knowledge of that matter?

Mr. SMART: Our department, Senator, has nothing to do with this upland game; it is only migratory game birds with which we are concerned. We have had reports on the condition of the pheasants in the Brooks district you are speaking about, and we have offered to send some of our experts of the wild life division to give any information and to study the matter of wild life generally.

Hon. Mr. GERSHAW: It is a very important factor in the life of that community, because the Americans in particular come there in large numbers and leave a lot of money. It is a big industry, and it has met with a terrific disaster this past spring.

Mr. SMART: The provincial authorities are the ones to look to; they are the people who are handling the situation at the present time.

Hon. Mr. ISNOR: Mr. Smart, what is the main attraction to tourists in these parks? Is it for recreational purposes, or what is the purpose?

Mr. SMART: First of all, they set aside an area of virgin country to be perpetuated in its natural state so that generations to come can see what was the natural country. Parks are outdoor museums where wild life is fully protected; and we protect all outstanding scenic features. Our national parks are a drawing card, especially for American tourists; and Canadians themselves, who are the owners of the parks, are increasing their interest in the parks for purposes of recreation and also to enjoy the virgin country and quietness.

Hon. Mr. ISNOR: I asked that question because of the expenditures you are making. I was wondering what was the biggest attraction in the parks, whether it was boating, fishing, swimming or golf?

Mr. SMART: Boating, fishing, swimming, golf, riding, camping.

Hon. Mr. ISNOR: But they cannot all be the best. Which is the biggest attraction? How do you classify them?

Mr. SMART: I think the straight recreational aspect, the holiday, taking part in anything that is offered in the park—games.

Hon. Mr. ISNOR: Do your observations lead you to think that the amount of money spent for instance on golf courses in some of the western parks is a good expenditure?

Mr. SMART: I think it is. Golf courses are certainly a drawing card; of course they have to become known. For instance, the golf course at Riding Mountain is a paying concern; so is the golf course at the Prince Albert Park. The golf courses in the Maritimes are new; they are not quite up to self-supporting status yet, but they will be, if the increase in traffic continues. It is mainly a question of approach roads to the eastern parks. Cape Breton Park will no doubt show a large increase in tourist traffic as soon as the approach roads are finished.

Hon. Mr. ISNOR: Of course we have real good highways in Nova Scotia, generally speaking.

Mr. SMART: Yes, but they are not all hard surfaced, and that is what the people look for; but the provincial government in Nova Scotia has made a wonderful contribution to the Cape Breton Highlands National Park, both for accommodation and for new roads built.

Hon. Mr. ISNOR: There has been wonderful progress since 1933, I think.

Mr. SMART: Yes.

The CHAIRMAN: On the matter of golf courses in the parks, two of the most elaborate courses were built, one by a private corporation and the other by a government corporation, outside the park altogether. Evidently, they think golf courses are very important in attracting tourists to the hotel facilities that are offered.

Hon. Mr. ISNOR: That might be so, but is it not true that they might be taking advantage of a favourable situation, that is, the government having spent huge amounts of money in opening the park, an opportunity is provided for them to step in and take advantage of it on the returns from golf?

The CHAIRMAN: As long as you have tennis courts, and bowling greens—

Hon. Mr. ISNOR: I am not arguing the point.

The CHAIRMAN: —I think you have to have some attraction for the golfers. In the Prairie country, where it is very difficult to build a course, it is a good attraction to have a course in the park, where a lot of people go for a couple of weeks and do nothing but play golf.

Hon. Mr. KING: The protection you give the game in your park areas has done much to improve the game in other portions of the province?

Mr. SMART: There is an overflow, Senator, from the parks.

Hon. Mr. KING: I think that is true of the Kootenay country.

Mr. SMART: Just yesterday we were handling a situation down in New Brunswick, the new Fundy Park, where there is already an overpopulation of moose in the park. The province has a close season for moose. Our view is, rather than reduce the moose population by slaughter in the park, we should have the provincial government declare an open season outside, and that will take care of the park surplus. It keeps a standing population in the park.

The CHAIRMAN: What is the total appropriation for your branch this year?

Mr. SMART: In round figures, about \$7 million.

The CHAIRMAN: How does that compare with a year ago?

Mr. SMART: It is about \$3 million down on the year before, or perhaps \$4 million. The capital expenditures this year will be on improvement of roads only.

Hon. Mr. KING: I was about to ask a question about the road between Golden and Revelstoke. You are concerned with the upkeep there?

Mr. SMART: No; we keep the roads to the west boundary of the Yoho Park; then the provincial government takes over; I believe that is part of the Trans-Canada Highway, and that they are going to improve seven miles of the Kicking Horse Canyon, which is a very tough road.

The CHAIRMAN: Are there any more questions to be asked of Mr. Smart or the Deputy Minister? Their department has a good many more branches, but I do not know what they have to do with the tourist traffic.

What about the Alaska Highway? Do you know anything about that, Mr. Smart?

Mr. SMART: I have been over the Alaska Highway, and I know it is a tough trip. You cannot expect very much traffic by tourists until there is good accommodation at frequent intervals and repair depots for cars. Any tourist who goes up there has to be on a long holiday and have plenty of time. It is a long, long way from Edmonton through to White Horse, and there is all his personal equipment to carry.

The CHAIRMAN: Mr. Smart, before you leave: Is this material you have left with us contained in any Blue Book that has been issued?

Mr. SMART: No, this is written up specially for this committee.

The CHAIRMAN: We are not repeating anything?

Mr. SMART: No. It is a résumé of last year's activities.

The CHAIRMAN: Any more questions?

Mr. Young, would you like to say anything to the committee?

Major-General YOUNG: I do not think I can add very much. We are very sorry to have to cut the expenditures this year by about \$4,000,000, but it was in the over-all government plan. Where roads were started, it is our policy to finish them off, to preserve what expenditures have been made, but to avoid making any new commitments. So practically nothing new is being started, but we are trying to finish what we did start. It is going to affect the over-all development of the parks. But that is something that cannot be helped this year. I do not think there is anything else, Senator Buchanan.

Hon. Mr. GLADSTONE: Some reference was made at one point to experts. What would be the expert work that would come under your Department? What is the nature of it?

Mr. YOUNG: There is wild life. We just had a recent reorganization, matters have been reorganized under Mr. Smart. We have put wild life, historic sites and monuments and museums all under the Director of the Parks. And the other part of it went to Lands and Northern Administration, which is under Sinclair.

Hon. Mr. KING: It is in the same department.

Mr. YOUNG: Yes, it is all in my department, with a new group coming in and doing these duties.

Mr. SMART: It may be of interest to the committee to know that we have recently taken over Lower Fort Garry as an historic site. It is north of Winnipeg, about twenty miles, on the Red River; a very important historic site, one of the finest in the West. The Hudson's Bay Company have turned it over to the Dominion Government. We are also taking over the old Police Barracks and the Old Fort at Battleford. It has been run for a few years under the provincial government as a Northwest Mounted Police Memorial and Indian Museum. It is a very interesting spot, and was connected with the Northwest Rebellion; in fact it was the key centre of the activities of the Rebellion.

Hon. Mr. KING: You are opening up a new pool?

Mr. YOUNG: Yes, the Aquacourt at Radium Hot Springs. There will be a ceremony on the 19th of this month.

Hon. Mr. ISNOR: What size would that Fort Garry site be, Mr. Smart?

Mr. SMART: It is about twelve acres.

Hon. Mr. ISNOR: That would come under the heading of "Parks"?

Mr. SMART: It would be a national historic park.

Hon. Mr. ISNOR: Would you classify the Citadel at Halifax under that heading?

Mr. YOUNG: Yes.

Hon. Mr. ISNOR: Have you ever given any thought to taking over the Citadel?

Mr. YOUNG: It should be through in about two more days. It is half way through now. One Minister has signed, and we are waiting for another Minister to sign. The Order in Council should be through in a couple of days.

Hon. Mr. ISNOR: I have apparently stumbled on something that is being done by the Government without very much urging. Is that it?

Hon. Mr. DENNIS: Oh, I would not say that, Senator Isnor.

Mr. YOUNG: I think it has been under way for a long time. The difficulties have been that the Army want to retain certain parts of it, and they were not certain whether they could give it all up and trust us to treat them properly in respect to the parts they are keeping. And there is also the land on the slopes,—as to what would be taken over.

Hon. Mr. ISNOR: And you propose to do a real job on the upper portion?

Mr. YOUNG: It depends on our supplementary funds.

Hon. Mr. ISNOR: Could you tell us about what you have in mind?

Mr. YOUNG: I think for this year we will just do major maintenance on it. The Army will be in about a third of it for the remainder of this year, and I think there is also a private broadcasting company that has a station there, and until such time as we can sort of get them all out it is very difficult to make any change.

Hon. Mr. BAIRD: What about Newfoundland? There are many historic sites and what-nots there.

Mr. YOUNG: We are working eastward, sir.

Mr. SMART: We have some of these under consideration now, Senator. I visited most of them last year in conjunction with the report on park sites. Placentia historic site was looked over.

Hon. Mr. BAIRD: The old historic French capital. It is just steeped in history.

Mr. SMART: And Signal Hill.

Hon. Mr. BAIRD: And Cabot Tower there. Marconi sent his first signal right from that tower.

Mr. SMART: There are some very interesting sites that will be marked. Some we will not take over, but we will mark the sites. The Board is meeting here at the end of this month, with Mr. Jeffreys of St. John's, who is the member for Newfoundland, and they will be discussing and making recommendations for various sites to be marked and improved.

The CHAIRMAN: Are we through with Mr. Smart? I want to bring a matter to the attention of the committee after the officials leave, with regard to a report to be submitted to the Senate today. Thanks very much, gentlemen. We appreciate your attendance and the information you have given to us.

(The sitting was continued *in camera*.)

The committee then adjourned, to resume at the call of the Chair.

APPENDIX "A"**A BRIEF OUTLINE OF ACTIVITIES AND DEVELOPMENT IN
THE NATIONAL PARKS OF CANADA
FISCAL YEAR 1950-51**

Prepared for the Senate Committee on
Tourist Traffic, May, 1951, by

James Smart, Director, National Parks Branch,
Department of Resources and Development, Ottawa.

Canada's National Parks maintained their popularity as vacation areas during 1950 when new tourist attendance records were established in several National Parks. Substantial appropriations were provided by Parliament for new development and as a result, highway improvement preparatory to hard-surfacing was continued on a wide scale. Additional progress was made in extending available accommodation for visitors and augmenting existing facilities for camping and recreation. The outstanding events of the past year included the official opening of Fundy National Park in New Brunswick and the new recreation centre at Jasper National Park. During the year title to several hundred acres of freehold land in Banff National Park was acquired by purchase. An inspection of a proposed addition to the National Parks system in Newfoundland was undertaken and a report prepared.

Park Attendance

For the third successive year a new all-time-high attendance record was established at the National Parks. During the fiscal year ended March 31, 1951, a total of 1,945,028 persons was recorded. This figure represents an increase of 104,392 over the fiscal year 1949-50, or approximately six per cent. Visitors to Fundy Park in New Brunswick, which was officially opened July 29, 1950, accounted for 62,844 of the total. As will be noted from the comparative statement which is appended, substantial increases were recorded at Waterton Lakes and Elk Island Parks in Alberta, Kootenay Park in British Columbia, Prince Albert Park in Saskatchewan and Point Pelee Park in Ontario.

Appropriations

Appropriations totalling more than \$10,000,000 were voted by Parliament for the year ended March 31, 1951, for the National Parks and Historic Sites Service. Of this amount approximately \$4,280,000 was provided for reconstruction and improvement of highways and replacement of bridges. Other allotments included \$80,000 for the completion of a recreational area in Jasper Park; \$200,000 for the completion of a modern bathing establishment at Radium Hot Springs in Kootenay Park; \$45,000 for the construction of a community building in Fundy Park, and \$125,000 for publicity purposes. Funds were made available for the extension of low-rental tourist accommodation in the Maritime Parks.

Highway Improvement

In Jasper Park, an asphalt-bound gravel base was laid on the Jasper-Edmonton Highway from the vicinity of the Canadian National Railways underpass near Jasper to the eastern boundary of the park. Reconstruction of the remaining 3,000 feet of this road from the underpass to the townsite was completed except for graveling. Reconstruction of sections of the Banff-Jasper Highway within Jasper Park continued, 13.76 miles being reconstructed and 23 miles gravelled. Maintenance and repairs were carried out on other roads in the park. The bridge at Mile 17 over the Miette River on the Jasper-Yellowhead road was replaced, and the Astoria River bridge was replanked.

In Banff Park 15 miles of the Banff-Lake Louise Highway north of Mount Eisenhower were seal-coated. The seven-mile section of the Banff-Windermere Highway within Banff Park was graded, gravelled, and treated with dust layer oil. A new bridge was constructed over the Bow River on this highway. Reconstruction of the Banff-Windermere Highway within Kootenay Park was completed during the year except for certain improvements required in the vicinity of Radium Hot Springs. A bridge was also constructed at the east end of Sinclair Canyon.

In Waterton Lakes Park, the Akamina, Main Entrance, and Pincher Creek roads were further improved by the application of crushed gravel and asphalt dust layer. Bridges over Crooked Creek and Indian Creek on the Chief Mountain Highway, and over Coppermine Creek on the Pass Creek Road, were replaced by large culverts. Despite a late start, good progress was made on the construction of a new steel and concrete bridge over Cameron Creek in Waterton Park Townsite.

Asphalt dust layer was applied to the 18 miles of highway in Elk Island Park. In Riding Mountain Park the grade of No. 10 Highway was further improved by the application of crushed gravel over its entire length of 30 miles. The main highway in Prince Albert Park was similarly improved, and asphalt dust layer applied.

Fifteen and a half miles of the Cabot Trail in Cape Breton Highlands Park were reconstructed, and an additional 11 miles of consolidated crushed gravel surfacing applied. Bridges were constructed over the Cheticamp and Grande Anse Rivers, and other bridges are in course of construction at Effie's Brook and Clyburn Brook. In Fundy Park one and a half miles of No. 14 Highway near Lake View were reconstructed, and an asphalt-bound crushed gravel base course was laid over the entire 12.2 miles of the highway within the park. Three miles of the Point Wolf Road were rebuilt and approximately one mile of this road leading to the swimming pool was given an asphalt-bound crushed gravel base course.

A small amount of reconstruction work and graveling was carried out in Prince Edward Island Park, one bridge was reconstructed and a new bridge was placed in position at the entrance to "Green Gables", Cavendish. A re-survey of the proposed road from Covehead to Brackley was carried out and detailed plans of the bridge site and the road center line were made.

Accommodation

Additional accommodation was made available by private enterprise in the parks during the past year. Included were the following: Banff Park—36 bungalow units and 10 lodge rooms; Jasper Park—5 double bungalow units and 6 tent cabins; Prince Albert Park—one motel comprising 11 suites; Riding Mountain Park—two motels, one new bungalow camp (21 units), and 11 cabins added to existing bungalow camps. Accommodation in bungalow camps in Elk Island Park was expanded by the addition of several units. Construction of additional accommodation under way and scheduled for completion during

the coming season includes: 7 bungalow units and a 12-room tourist lodge extension at Banff Park; an apartment building house at Prince Albert Park; and progressive additions to existing bungalow camps in several parks. Construction has also been commenced on a new bungalow camp in Riding Mountain Park. A new central hotel building is also under construction at Keltic Lodge in Cape Breton Highlands Park.

The low-rental tourist cabin development undertaken by the National Parks Service in the Maritime Parks was completed. A total of 78 cottages of chalet design, which are leased to concessionnaires, will be available to park visitors this season. Twenty-nine of these cottages are in Fundy Park, 25 in Cape Breton Highlands Park, and 24 in Prince Edward Island Park. In addition, central buildings have been erected to service these cottages in Fundy and Prince Edward Island Parks, and a similar building is in course of construction in Cape Breton Highlands Park.

A marked increase in the number of visitors making use of the facilities offered by the public camp-grounds in the national parks has been noted during the past few years. To meet this demand, the National Parks Branch has been developing new camp-grounds, extending existing grounds where possible, and augmenting and improving facilities of all existing camp-grounds. The new Two Jack Lake camp-ground in Banff Park was officially opened to the public on July 1 of last year. During the past year extensive improvements were made at the Johnston Canyon camp-ground in Banff Park, including the construction of a new service building, kitchen shelter, and incinerator. The parking area at Lake Louise was extended from 150 to 250 car capacity. In Jasper Park good progress was made on the extension and improvement of the Cottonwood Creek camp-ground. The enlarged camping area will comprise 232 numbered lots for tents and 55 lots with electrical plug-in facilities for trailers. In addition, a total of 11 kitchens and six washrooms will be available. Development of a new camp-ground near Pocahontas was continued. Improvements were carried out at many of the other camp-grounds, including those in Yoho, Kootenay, Mount Revelstoke, Riding Mountain, Prince Albert, Elk Island, Fundy and Cape Breton Highlands. The chain of overnight hostels in Banff and Jasper Parks was augmented by the completion of two additional units in Banff Park at Mile 77 and 98 on the Banff-Jasper Highway. Each of those units consists of three buildings—one dining-kitchen and two bunk houses.

Recreational Facilities

Recreational facilities were extended and improved. In Jasper Park the new recreational area, including a heated outdoor swimming pool with dressing rooms and showers, children's wading pool, and six new tennis courts, was officially opened on July 8, 1950. The new "aquacourt" at Radium Hot Springs in Kootenay Park, comprising a new bathhouse and two outdoor swimming pools, was completed and will be formally opened on May 19, 1951. In Fundy Park the new nine-hole golf course, swimming pool and bathhouse, and recreational club house were completed and operated during the season. An outdoor amphitheatre also was partially completed. A bowling green and three double tennis courts were also completed late in the year and will be available for the coming season. In Cape Breton Highlands Park a bowling green was developed adjacent to the golf club house. In Elk Island Park a bowling green was constructed and ground prepared for five tennis courts. Additional playground facilities were provided in Point Pelee Park. In Prince Edward Island Park a new recreational building was undertaken at Cavendish. Two new tennis courts were completed and other sports facilities were provided. An outdoor theatre suitable for the screening of motion pictures was almost completed in Waterton Lakes Park.

National Historic Parks

Lower Fort Garry, situated on the west bank of the Red River, about twenty miles north of Winnipeg, Manitoba, was established as a National Historic Park in February, 1951. The property comprising the site, including approximately 12.75 acres of land, was donated to the Crown by the Hudson's Bay Company. In Nova Scotia, an area of 3.5 acres of land, comprising the site of Champlain's Garden at Port Royal, was acquired and incorporated in Port Royal National Historic Park. Arrangements for the establishment of a national historic park of the former Northwest Mounted Police Memorial and Indian Museum at Battleford, Saskatchewan, are under way. The site, including the buildings, is being donated by the Government of Saskatchewan to the Government of Canada. Restoration and improvements were carried out at many of the national historic parks. A number of memorials commemorating historic events and the services of distinguished Canadians, were erected during the year, including the following: Two tablets on stone masonry pillars opposite the entrance to the inner Citadel at Quebec City commemorating the conferences held there in 1943 and 1944 between Prime Minister Churchill and President Roosevelt; a stone monument with tablet at Belleville, Ontario, to the memory of Sir Mackenzie Bowell, Prime Minister of Canada from 1894 to 1896; and a stone monument with tablet to commemorate the First Eastward Crossing of the Northwest Passage, which was accomplished by the Royal Canadian Mounted Police schooner, "St. Roch".

Publicity and Information

There was an increased demand for information relating to Canada's National Parks during the year under review. A total of 1,113,000 pieces of literature describing the parks was distributed during past fiscal year, an increase of more than 35 per cent over 1949-50. This figure includes publications distributed in the field by Park Superintendents and other officers, as well as literature supplied to provincial tourist bureaus, transportation companies and other travel agencies. More than 50 separate publications, many of these illustrated booklets and folders in colour were printed and made available for public distribution. Included was a souvenir booklet in colour to mark the official opening of Fundy National Park in New Brunswick. Three new national park sound films in colour were released during the year—"Holiday in Waskesiu", "Manitoba Holiday" and "Canada's Historic Highway".

The still-photo library was augmented by the addition of some 6,700 new prints. National parks media formed part of the exhibits undertaken by the Canadian Government Travel Bureau at Sportsmen's shows held in Boston, Chicago, New York, Washington, Minneapolis, Dallas and Toronto. In co-operation with the Canadian Government Exhibition Commission, National Parks exhibits were also provided at exhibitions held at Canadian points including Charlottetown, Truro, St. Stephens, Toronto, London, Brandon and Vancouver. Early in the current calendar year, the responsibility for making known the attractions of national parks and historic sites was transferred to the Canadian Government Travel Bureau.

Wildlife and Fish

The native wildlife and sport fishing are among the major tourist attractions of the national parks. During the past year, field investigations were continued in many of the national parks by limnologists and mammalogists of the Canadian Wildlife Service of the National Parks Branch. The limnologists investigated waters in the national parks that are suitable for sport fishing. The programme undertaken covered regular checks of fish population of certain park waters, studies of growth and survival of fish planted from park hatcheries,

and management of waters by means such as stocking and elimination of undesirable species. Rotenone, a fish poison, was used for the first time with considerable success to kill the fish population in three lakes where suckers, introduced by anglers, had become the dominant species of fish and were competing with the establishment of desirable game species. These lakes are being re-stocked.

A complete revision of the National Parks Fishing Regulations, particularly in respect of angling seasons, bag limits, and minimum size of fish for retention was made as a result of data obtained from limnological investigations and from information supplied by anglers through the Creel Census reports.

The Creel Census programme was expanded and received a very favourable response from anglers. During 1950, about 15,000 Creel Census cards were voluntarily completed and returned by anglers. These cards covered the taking of about 35,000 fish by approximately 10,500 anglers.

More than 175,000 trout of various species raised in the park hatcheries at Banff, Jasper and Waterton Lakes were distributed in the western parks during 1950. The programme of concentrating on the stocking of yearling size fish is being continued.

The study of wildlife populations in the parks was continued by the Wildlife Service with the co-operation of the Park Warden Service, special attention being paid to Bighorn sheep, elk and predatory animals. During the year, the headquarters of the Chief Mammalogist of the Wildlife Service was transferred from Ottawa to Banff, Alberta, from which point future investigations will be undertaken.

Plans for 1951.

It is expected that funds will be provided by Parliament for further development of the National Parks, as well as maintenance, during the fiscal year 1951-52. More than \$3,000,000 has been allotted for highway hard-surfacing and for replacement of obsolete or outworn bridges. This amount will permit partial completion of the broad programme of Park highway improvement undertaken during the post-war period. Projects envisaged include hard-surfacing of 30 miles of the Banff-Jasper highway in Jasper Park and graveling of an additional 10 miles reconstructed in 1950; hard-surfacing 66 miles of the Banff-Windermere highway, one of the most important approaches to the Central Rockies; hard-surfacing of 30 miles of the main highway in Prince Albert National Park and hard-surfacing of Highway No. 10 in Riding Mountain National Park. Hard-surfacing of approach roads and townsite streets is also being undertaken in Waterton Lakes National Park in southern Alberta. Construction of a new bridge over the Bow River near Lake Louise in Banff Park is also planned for 1951.

In eastern Canada, funds have been allotted for the hard-surfacing of that portion of Highway No. 14 within Fundy National Park, New Brunswick. A road to serve the newly-surveyed cottage sub-division is also planned for Fundy Park. Some hard-surfacing will also be undertaken in Prince Edward Island National Park. It is expected that funds also will be provided for the reconstruction of sections of the Cabot Trail in Cape Breton Highlands National Park, and for the erection of bridges and the surfacing of sections of the Trail rebuilt in 1950.

Additional facilities for recreation are also planned in several Parks. In Banff Park, a recreation ground including pitch-and-putt golf course, picnic shelters equipped with stoves and tables and a service building are to be constructed. In Prince Albert Park an area in the Waskesiu campground is being developed to permit the construction of portable cabins by individual campers. Landscaping of the area surrounding the new outdoor pool and tennis courts

opened at Jasper in 1950 will be undertaken. The new bowling green and additional tennis courts in Prince Albert National Park will be completed. In Fundy National Park, the development of an outdoor amphitheatre, including stage facilities and seating accommodation, will be carried to completion. Funds have also been included in the estimates for the improvement and extension of campgrounds in a number of the National Parks. A central service building is being constructed in Cape Breton Highlands National Park for use in connection with the low rental cabin development completed in 1950.

In the following pages will be found a comparative statement of visitor attendance at the National Parks, together with a list of the National Parks, indicating their location, area, characteristics and attractions.

COMPARATIVE STATEMENT OF VISITORS TO THE NATIONAL PARKS

FOR PERIOD APRIL 1 TO MARCH 31

NATIONAL PARKS	1950-51	1949-50	Increase or Decrease
Banff	459,273	458,864	+ 409
Cape Breton Highlands	29,060	31,508	- 2,448
Elk Island	141,721	135,403	+ 6,318
*Fundy	62,844		+ 62,844
Georgian Bay Islands	7,821	6,420	+ 1,401
Glacier	558	595	- 37
Jasper	85,658	84,538	+ 1,120
Kootenay	87,622	80,112	+ 7,510
Mount Revelstoke	12,033	11,659	+ 374
Point Pelee	220,052	214,543	+ 5,509
Prince Albert	72,793	52,403	+ 20,390
Prince Edward Island	87,851	95,623	- 7,772
Riding Mountain	280,627	294,693	- 14,066
St. Lawrence Islands	35,623	34,927	+ 696
Waterton Lakes	172,405	148,926	+ 23,479
Yoho	39,197	38,153	+ 1,044
Sub-total	1,795,138	1,688,367	+106,771

NATIONAL HISTORIC PARKS

Fort Anne	17,716	16,283	+ 1,433
Fort Beausejour	24,864	49,650	- 24,786
Fort Chamblay	55,491	43,488	+ 12,003
Fort Lennox	5,074	5,604	- 530
Fortress of Louisbourg	14,059	8,236	+ 5,823
Fort Malden	14,716	11,835	+ 2,881
Fort Wellington	6,821	6,650	+ 171
Port Royal	11,149	10,523	+ 626
Sub-total	149,890	152,269	- 2,379
GRAND TOTAL	1,945,028	1,840,636	+104,392

*Fundy National Park officially opened July 29, 1950.

NATIONAL AND NATIONAL HISTORIC PARKS

The National and National Historic Parks in Canada include 27 units having a total area of more than 29,000 square miles. The following concise statement, which lists the parks by Provinces, may be of interest for reference purposes.

Nova Scotia

CAPE BRETON HIGHLANDS NATIONAL PARK. Rugged Cape Breton Island coastline with mountain background. Fine seascapes from park highway. Recreational opportunities. Hotel and bungalow cabin accommodation, within park area. Hotel and boarding-house accommodation adjacent to park. Equipped camp-grounds. Established 1936; area, 390 square miles; motor roads, 50.8 miles; secondary roads, 5 miles; trails 33.26 miles.

FORTRESS OF LOUISBOURG. National Historic Park with museum near Louisburg. Ruins of walled city erected by the French 1720-40. Interesting excavations. Established in 1941; area, 339.5 acres.

PORT ROYAL. National Historic Park at Lower Granville. Restoration of "Habitation" or first fort built in 1605 by Champlain, De Monts, and Poutrincourt. Established 1941; area, 17 acres.

FORT ANNE. National Historic Park with museum at Annapolis Royal. Well-preserved earthworks. Established 1917; area, 31 acres.

NEW BRUNSWICK

FUNDY NATIONAL PARK. Richly forested section up from Bay of Fundy shore. Heated salt water swimming pool, golf and other recreational facilities. Cottage accommodation. Camp-grounds Established 1948; area 79.5 square miles. Motor roads, 12 miles; secondary roads, 10.9 miles.

FORT BEAUSEJOUR. National Historic Park with museum near Sackville. Site of early French fort. Established 1926; area 81.3 acres.

PRINCE EDWARD ISLAND

PRINCE EDWARD ISLAND NATIONAL PARK. Strip 25 miles long on north shore of island province. Recreational area; fine beaches. Accessible by highway. Hotel and bungalow cabin accommodation. Equipped camp-grounds. Established 1937; area 7 square miles; motor roads, 14.5 miles; secondary roads, 3.11 miles.

QUEBEC

FORT CHAMBLY. National Historic Park with museum at Chambly Canton. First built by French, 1,665. Established 1941. Area, 2.53 acres.

FORT LENNOX. National Historic Park on Ile-aux-Noix in Richelieu River, near St. Johns. Established 1941; area, 210 acres.

ONTARIO

ST. LAWRENCE ISLANDS NATIONAL PARK. Mainland area and 13 islands in "Thousand Islands". Recreational and camping area. Mainland accessible by highway. Islands reached by boat from nearby mainland points. Established 1914; area, 189.4 acres.

POINT PELEE NATIONAL PARK. Recreational area on Lake Erie. Camp-grounds, remarkable beaches, unique flora. Resting place for migratory birds. Accessible by highway. Hotel and bungalow cabin accommodation in vicinity of park. Equipped camp-grounds. Established 1918; area, 6.04 square miles; motor roads, 6 miles; secondary roads, 5.5 miles.

GEORGIAN BAY ISLANDS NATIONAL PARK. Recreational and camping areas. Unique pillars on Flowerpot Island. Accessible by boat from nearby mainland points. Equipped camp-grounds. Established 1929; area, 5.4 square miles.

FORT MALDEN. National Historic Park with museum at Amherstburg. Site of defence post built 1797-99. Established 1941; area, 5 acres.

FORT WELLINGTON. National Historic Park with museum at Prescott. Defence post built 1812-13. Established 1941; area, 8½ acres.

MANITOBA

RIDING MOUNTAIN NATIONAL PARK. Playground and game sanctuary on summit of Manitoba escarpment. Fine lakes, summer resort and recreational area. Accessible by highway. Hotel and bungalow cabin accommodation. Equipped camp-grounds. Established 1929; 1,148 square miles; motor roads, 51.6 miles; secondary roads, 52.9 miles; trails, 119 miles.

FORT PRINCE OF WALES. National Historic Park at Churchill. Ruins of fort built 1733-71. Established 1941; area, 50 acres.

LOWER FORT GARRY. National Historic Park 20 miles north of Winnipeg. Stone walled fort and buildings constructed by the Hudson's Bay Company 1831-39. Area, approximately 13 acres.

SASKATCHEWAN

PRINCE ALBERT NATIONAL PARK. Forested region dotted with lakes and interlaced with streams. Summer resort and recreational area. Accessible by highway. Hotel and bungalow cabin accommodation. Equipped camp-grounds. Established 1927; area, 1,496 square miles; motor roads, 65.7 miles; secondary roads, 48.0 miles; fire roads and trails 298.25 miles.

ALBERTA

BANFF NATIONAL PARK. Magnificent scenic playground in central Rockies. Contains noted resorts, Banff and Lake Louise. Summer and winter sports centre; big game sanctuary. Accessible by rail and highway. Hotel and bungalow cabin accommodation. Equipped camp-grounds. Established 1885; area, 2,564 square miles; motor roads, 180.9 miles; fire roads, 106 miles; trails, 727.75 miles.

JASPER NATIONAL PARK. Mountain playground and game sanctuary. Contains majestic peaks, ice-fields, beautiful lakes, and famous resort, Jasper. Summer and winter sports. Accessible by rail and highway. Hotel and bungalow cabin accommodation; equipped camp-grounds. Established 1907; area, 4,200 square miles; motor roads, 162.5 miles; secondary roads, 9 miles; fire roads, 61 miles; trails, 569 miles.

ELK ISLAND NATIONAL PARK. Fenced preserve near Edmonton containing a large herd of buffalo; also deer, elk and moose. Recreational and camping resort. Established 1913; area, 75 square miles; motor roads, 17 miles; secondary roads, 10 miles; trails, 5 miles.

WATERTON LAKES NATIONAL PARK. Canadian Section, Waterton-Glacier International Peace Park, Mountain playground with colourful peaks; varied flora and fauna. Accessible by highway. Hotel and bungalow cabin accommodation. Equipped campgrounds. Established 1895; area, 204 square miles; motor roads, 47.3 miles; secondary roads, 13.5 miles; trails, 150.4 miles.

BRITISH COLUMBIA

YOHO NATIONAL PARK. On west slope of Rockies. High peaks, beautiful lakes. Yoho and Kicking Horse Valleys. Accessible by rail and highway. Hotel and bungalow cabin accommodation. Equipped camp-grounds. Area, 507 square miles; motor roads, 45.0 miles; secondary roads, 6.5 miles; fire roads, 26.5 miles; trails, 209 miles.

KOOTENAY NATIONAL PARK. Encloses Vermilion-Sinclair section of the Banff-Windermere Highway in Rockies. Broad valleys, deep canyons, hot mineral springs. Hotel and bungalow cabin accommodation. Equipped campgrounds. Established 1920; area, 543 square miles; motor roads, 61.1 miles; fire roads, 14 miles; trails, 150.5 miles.

GLACIER NATIONAL PARK. Superb alpine region in Selkirk Mountains. Great peaks, glaciers, forests, accessible by railway only. Camping, skiing, climbing. Established 1886; area, 521 square miles; fire roads, 33.5 miles; trails, 106.5 miles.

MOUNT REVELSTOKE NATIONAL PARK. Rolling mountain top plateau on west slope of Selkirk Mountains. Accessible by rail and highway. Summer accommodation in park. All year accommodation in nearby town of Revelstoke. Equipped camp-grounds. Established 1914; area, 100 square miles; motor roads, 18.5 miles, trails, 63 miles.

NORTHWEST TERRITORIES AND ALBERTA

WOOD BUFFALO PARK. Immense region of forests and open plains between Athabasca and Great Slave Lakes. Contains a large herd of buffalo and other game. Established 1922; area, 17,300 square miles; trails, 150.0 miles.

